

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT MASTHEAD, INC.

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Twenty open-ended propositions.



There's an opening at the end of each Parliament Lights cigarette.

Our famous recessed filter. It keeps your lips from touching the tar that builds up on the tip.

And that, we propose, is quite an advantage over flush filter cigarettes.

Agree? Good.

In the end, we knew you'd be open-minded.

Available in
Soft Pack, Box and 800's.



Only Parliament Lights has
the famous recessed filter.

Soft Pack: 9 mg "tar," 0.7 mg nicotine—Box: 10 mg
"tar," 0.7 mg nicotine—800's: 12 mg "tar,"
0.8 mg nicotine av. per cigarette, FTC Report Dec. 79.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.



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